



Building a Brighter Economic Future for our Children

DOÑA ANA COUNTY'S USE OF THE 25% SPACEPORT
TAX DEDICATED TO "SPACE-RELATED PROJECTS"

- Shall the Board of County Commissioners of Doña Ana County, New Mexico, **impose a County Regional Spaceport Gross Receipts Tax at the rate of one-fourth of one percent (.25%) of the gross receipts** reported or required to be reported on persons engaged in business in the incorporated and unincorporated areas of Doña Ana County for the privilege of engaging in business in this County?

FOR, YES

AGAINST, NO

The Ballot Measure

April 03, 2007

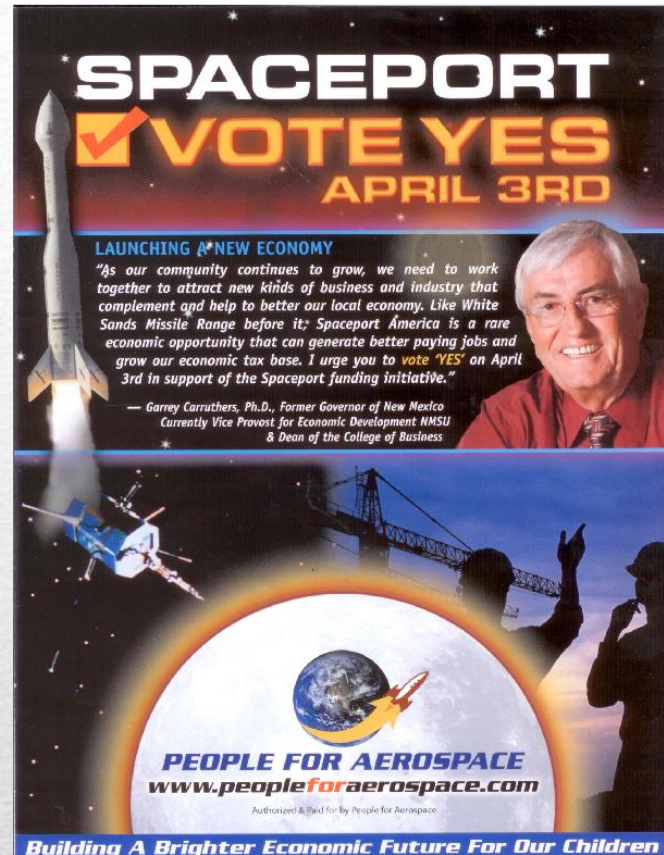
- In **February of 2007**, the County passed Ordinance 227A-07 which states, “75% of the proceeds of this tax can go to the financing, planning, design, engineering and construction for the project...and the Governing Body **may dedicate 25% to spaceport-related projects.**”

Ordinance 227A-07

...we need to work together to attract new kinds of businesses and industry that complement and help grow our local economy.

...

Spaceport America is a rare economic opportunity...



The Pitch (Promise): A Brighter Economic Future for Our Children

- 25% of new tax dedicated to **local schools & programs**
- Supports **aerospace education at NMSU**
- Creates **better paying jobs** in Doña Ana County
- Educates local students & **increases local employment** for them
- Improves local economy with growth of **secondary jobs to support commercial space** industry

Taxpayer Expectations

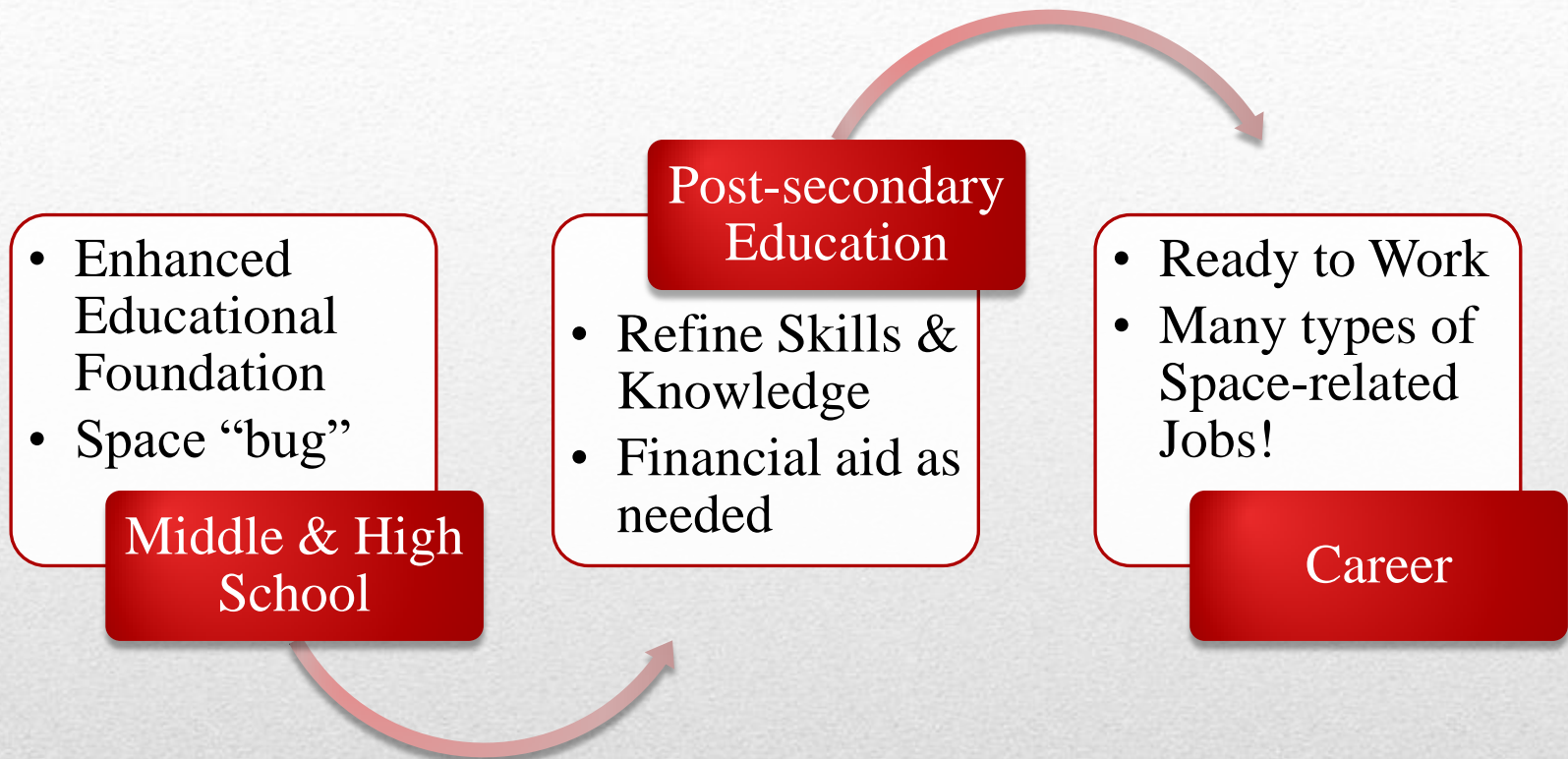
Excerpts from Promotional Fliers

- Whereas, the funds directed to the school districts would be earmarked for **rigorous academic programs to support a strong, technically literate workforce**; and
- Whereas, by providing an educational foundation in literacy, math, science, and technology, **and teaching students about the space industry**, will prepare high school graduates for **post-secondary education without remediation and/or immediate entry into the workforce in the aerospace and other high-tech industries**; and

Resolution 2007-56

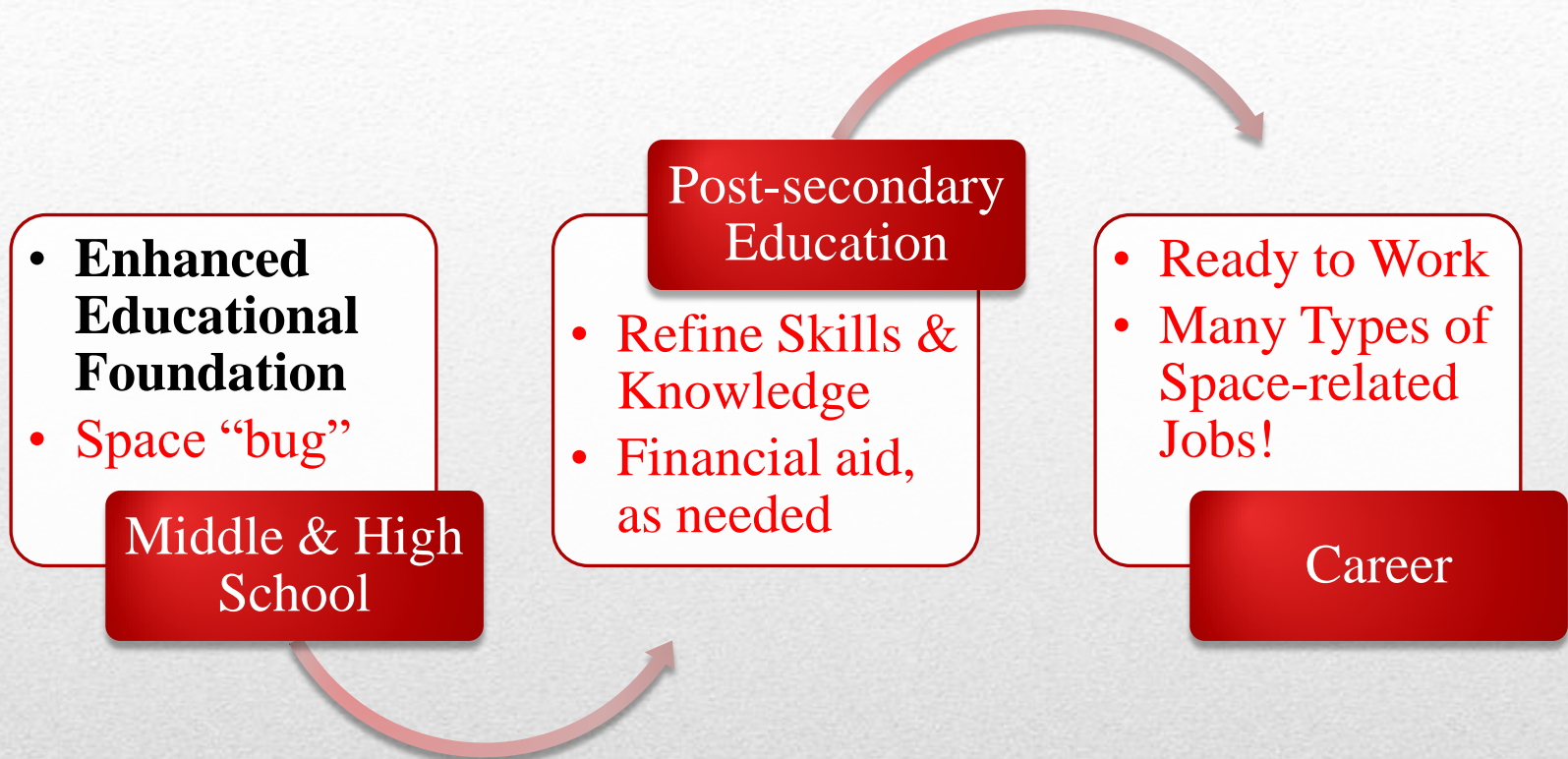
- Whereas, the local school districts would ensure such funds would support **expansion and improvement** of **existing science, engineering, technical and mathematics programs**; and
- Whereas, funds would support articulated **6th – 12th** grade programs aligned to **college readiness standards** and correspond to state and regional **workforce development** initiatives.

Resolution 2007-56



Classroom to Career:

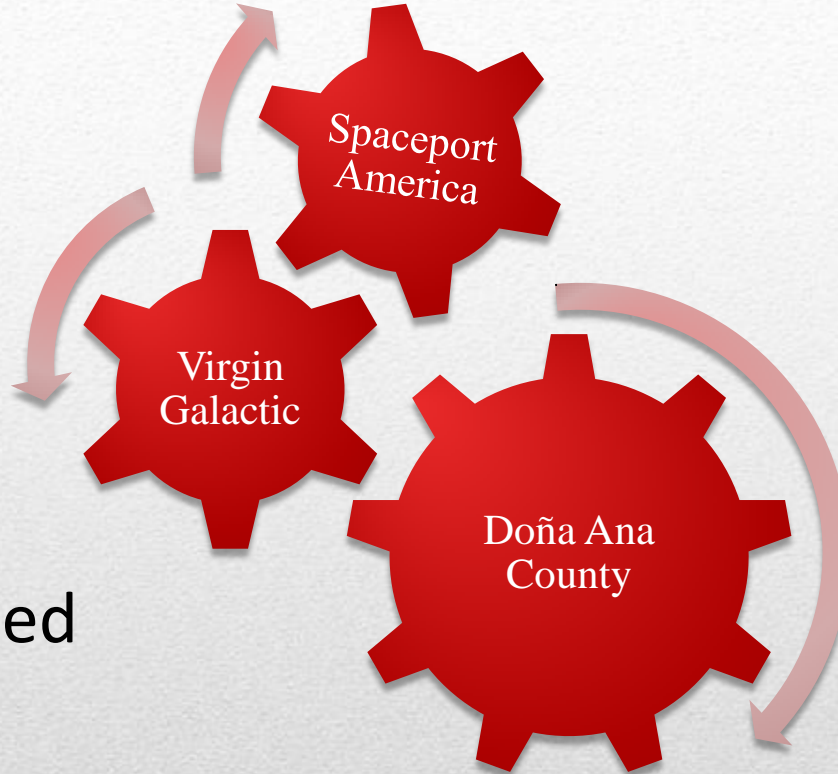
A Better Economic Future for our Children



Classroom to Career:

How is the Promise Being Fulfilled?

Job creation
depends on
multiple
efforts...
each
focused,
all coordinated



Business Planning & Coordinated Action

Current Program

- STEM programs administered by school districts – 100%

Proposed Program

- School Enrichment Programs (40 – 52.5%)
- Scholarships (20-25%)
- Stipends (10-12.5%)
- Fellowships (10-12.5%)
- Economic Development (7.5 – 10%)

Using the 25%

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